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January and February 1982

Monthly Survey of

LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

This survey gives:

Monthly totals for the industry of ordinary sales volume, numbers of new ordinary policies, group sales volume under new or amended contracts, and—for the United States—industrial sales volume. The total ordinary sales volume in each state and province is also shown. Percent changes between the current period and the corresponding period of the previous year are shown.

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The ordinary data include mass-marketed ordinary business, and the group data are based on new or amended contracts and exclude additions to current contracts.

Comparisons with Previous Year

	FACE AMOUNT		NUMBER OF POLICIES		ANNUALIZED PREMIUM	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
Ordinary	119%	119%	90%	90%	98%	99%
Group	113%	119%	—	—	—	—
Industrial	78%	66%	—	—	—	—
CANADA						
Ordinary	133%	129%	111%	109%	114%	113%
Group	44%	92%	—	—	—	—

The industry totals are estimates based on monthly reports from: 164 companies operating in the United States representing 66 percent of the 1980 new ordinary volume sold in that country, 61 percent of the number of new ordinary policies, 75 percent of the volume of new or amended group contracts, and 45 percent of the new industrial volume; 44 companies operating in Canada representing 80 percent of the 1980 new ordinary volume, 83 percent of the number of new ordinary policies, and 77 percent of the volume of new or amended group contracts.

The 148 companies operating in the United States for which the monthly sales results for premiums, policies, volume, and their derived statistics are reported represent 65 percent of the 1980 United States ordinary volume and 62 percent of the ordinary policies sold; the 40 companies operating in Canada represent 74 percent of the 1980 Canadian ordinary volume and 74 percent of the policies. Since no industry data are available on total new ordinary premiums sold, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1978. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$10 billion or more (20)
Group 2—$4 billion to $10 billion (23)
Group 3—$2 billion to $4 billion (28)
Group 4—$1 billion to $2 billion (24)
Group 5—$500 million to $1 billion (19)
Group 6—Less than $500 million (22)

Home service companies or departments

Group 7—$25 billion or more (2)
Group 8—$5 billion to $25 billion (4)
Group 9—Less than $5 billion (17)

Canada

Group 1—$2 billion or more (15)
Group 2—$700 million to $2 billion (14)
Group 3—Less than $700 million (11)

Industry Sales

ORDINARY

	Face Amount (in millions)			Number of Policies (in thousands)		
	1981	1982	1982/1981	1981	1982	1982/1981
January	$ 29,094	$ 34,503	119%	1,055	949	90%
February	32,073	38,259	119	1,226	1,100	90
March	38,871			1,482		
April	39,581			1,369		
May	36,482			1,252		
June	40,913			1,361		
July	38,118			1,212		
August	36,769			1,238		
September	38,762			1,258		
October	41,267			1,344		
November	40,413			1,290		
December	51,502			1,331		
Year total	$463,845			15,418		
Year to date	$ 61,167	$ 72,762	119%	2,281	2,049	90%

Face Amount by State (in thousands)

	Month	Year to date	1982/1981 Month	1982/1981 Year to date		Month	Year to date	1982/1981 Month	1982/1981 Year to date
Alabama	$ 694,827	$1,286,059	110%	107%	Montana	$ 130,294	$ 264,519	113%	122%
Alaska	72,071	128,669	120	123	Nebraska	363,484	670,335	124	120
Arizona	488,191	949,731	124	121	Nevada	136,013	294,070	147	168
Arkansas	381,194	711,085	153	154	New Hampshire	144,079	267,520	127	120
California	4,493,692	8,636,516	127	125	New Jersey	1,161,524	2,162,804	111	108
Colorado	712,773	1,339,578	129	124	New Mexico	216,489	396,644	128	118
Connecticut	611,630	1,186,857	123	126	New York	2,171,648	4,260,730	105	105
Delaware	98,379	171,606	103	105	North Carolina	968,443	1,783,547	118	113
D.C.	119,544	223,636	143	131	North Dakota	175,319	321,474	150	142
Florida	1,871,912	3,507,769	124	122	Ohio	1,698,499	3,187,282	116	116
Georgia	1,223,624	2,288,958	133	132	Oklahoma	632,052	1,293,793	103	118
Hawaii	205,171	394,741	124	124	Oregon	418,711	809,015	122	128
Idaho	189,695	360,687	133	117	Pennsylvania	1,475,354	2,767,430	112	112
Illinois	1,838,729	3,486,091	114	115	Rhode Island	148,014	297,322	109	120
Indiana	790,595	1,581,038	114	117	South Carolina	521,744	998,562	115	117
Iowa	456,572	899,830	104	107	South Dakota	144,284	257,409	113	112
Kansas	443,726	866,440	123	120	Tennessee	885,987	1,659,012	137	137
Kentucky	461,151	883,395	110	113	Texas	3,392,308	6,324,568	129	125
Louisiana	982,640	1,750,963	130	126	Utah	441,991	809,817	157	157
Maine	129,310	243,036	118	122	Vermont	76,065	147,629	166	161
Maryland	653,209	1,281,124	103	111	Virginia	888,297	1,668,053	110	110
Massachusetts	815,623	1,662,054	118	126	Washington	716,230	1,365,258	126	125
Michigan	948,839	1,862,336	109	107	West Virginia	165,608	307,805	100	97
Minnesota	661,984	1,249,667	107	111	Wisconsin	652,237	1,251,364	119	118
Mississippi	371,259	681,480	120	111	Wyoming	91,548	163,366	115	112
Missouri	721,263	1,398,835	113	115	U.S. TOTAL	$38,258,825	$ 72,761,509	119%	119%

GROUP

Face Amount (in millions)

	1981	1982	1982/1981
January	$ 14,391	$ 17,999	125%
February	13,537	15,242	113
March	17,966		
April	12,953		
May	14,438		
June	59,159*		
July	19,378		
August	18,370		
September	18,393		
October	59,694*		
November	17,773		
December	80,299*		
Year total	$346,351		
Year to date	$ 27,928	$ 33,241	119%

*June and October include $40,000 million and $44,400 million FEGLI respectively; December includes $45,626 million SGLI.

INDUSTRIAL

Face Amount (in millions)

	1981	1982	1982/1981
January	$ 178	$ 98	55%
February	173	135	78
March	255		
April	215		
May	225		
June	152		
July	152		
August	149		
September	144		
October	242		
November	119		
December	132		
Year total	$2,136		
Year to date	$ 351	$ 233	66%

UNITED STATES

Ordinary Sales Results of 148 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1982/1981						
	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 246,623	$ 247,729	$ 18,725,556	$ 21,966,636	639,318	573,144	$13.17	$11.28	$29,290	$38,327	$386	$432	100%	117%	90%	86%	131%	112%	January
February	253,778	249,799	20,630,147	24,387,718	732,521	680,744	12.30	10.24	28,163	35,825	346	367	98	118	93	83	127	106	February
March	308,097		24,914,550		887,535		12.37		28,072		347								March
April	307,528		25,419,606		821,532		12.10		30,942		374								April
May	286,535		23,461,527		751,512		12.21		31,219		381								May
June	321,414		26,323,256		821,243		12.21		32,053		391								June
July	293,585		24,445,193		730,673		12.01		33,456		402								July
August	282,997		23,625,370		746,672		11.98		31,641		379								August
September	290,568		24,946,500		755,965		11.65		33,000		384								September
October	303,961		26,537,198		790,890		11.45		33,554		384								October
November	290,799		26,031,445		769,212		11.17		33,842		378								November
December	375,497		33,424,399		804,547		11.23		41,544		467								December
Year total	$3,561,382		$298,484,747		9,251,620		$11.93		$32,263		$385								**Year total**
Year to date	$ 500,401	$ 497,528	$ 39,355,703	$ 46,354,354	1,371,839	1,253,888	$12.71	$10.73	$28,688	$36,968	$365	$397	99%	118%	91%	84%	129%	109%	**Year to date**

125 Ordinary Companies and 11 Ordinary Departments of Home Service Companies

Total group																			**Total group**
Month	$ 196,140	$ 189,783	$ 16,753,390	$ 20,432,840	409,650	369,607	$11.71	$ 9.29	$40,897	$55,283	$479	$513	97%	122%	90%	79%	135%	107%	**Month**
Year to date	$ 395,125	$ 387,768	$ 32,405,536	$ 39,374,451	775,907	696,829	$12.19	$ 9.85	$41,765	$56,505	$509	$556	98%	122%	90%	81%	135%	109%	**Year to date**
Group 1—Month	$ 122,696	$ 115,059	$ 10,022,106	$ 11,969,610	260,649	229,860	$12.24	$ 9.61	$38,451	$52,073	$471	$501	94%	119%	88%	79%	135%	106%	Group 1—Month
Year to date	$ 250,447	$ 236,048	$ 19,593,788	$ 23,178,795	493,728	433,788	$12.78	$10.18	$39,685	$53,433	$507	$544	94%	118%	88%	80%	135%	107%	Year to date
Group 2—Month	$ 36,262	$ 34,688	$ 2,949,137	$ 3,272,889	63,948	56,693	$12.30	$10.60	$46,118	$57,730	$567	$612	96%	111%	89%	86%	125%	108%	Group 2—Month
Year to date	$ 73,017	$ 74,268	$ 5,727,389	$ 6,258,742	121,562	104,162	$12.75	$11.87	$47,115	$60,087	$601	$713	102%	109%	86%	93%	128%	119%	Year to date
Group 3—Month	$ 20,947	$ 21,819	$ 2,110,586	$ 2,847,861	44,102	41,963	$ 9.92	$ 7.66	$47,857	$67,866	$475	$520	104%	135%	95%	77%	142%	109%	Group 3—Month
Year to date	$ 39,727	$ 41,952	$ 3,901,051	$ 5,485,974	83,376	79,944	$10.18	$ 7.65	$46,789	$68,623	$476	$525	106%	141%	96%	75%	147%	110%	Year to date
Group 4—Month	$ 9,977	$ 10,438	$ 1,016,298	$ 1,403,456	21,968	21,113	$ 9.82	$ 7.44	$46,263	$66,474	$454	$494	105%	138%	96%	76%	144%	109%	Group 4—Month
Year to date	$ 20,271	$ 19,685	$ 1,944,782	$ 2,644,042	41,601	40,824	$10.42	$ 7.45	$46,748	$64,767	$487	$482	97%	136%	98%	71%	139%	99%	Year to date
Group 5—Month	$ 4,157	$ 5,575	$ 440,528	$ 600,860	12,192	13,368	$ 9.44	$ 9.28	$36,133	$44,948	$341	$417	134%	136%	110%	98%	124%	122%	Group 5—Month
Year to date	$ 7,733	$ 11,524	$ 832,285	$ 1,175,477	22,222	25,708	$ 9.29	$ 9.80	$37,453	$45,724	$348	$448	149%	141%	116%	105%	122%	129%	Year to date
Group 6—Month	$ 2,101	$ 2,204	$ 214,735	$ 338,164	6,791	6,610	$ 9.78	$ 6.52	$31,621	$51,159	$309	$333	105%	157%	97%	67%	162%	108%	Group 6—Month
Year to date	$ 3,930	$ 4,291	$ 406,241	$ 631,421	13,418	12,403	$ 9.67	$ 6.80	$30,276	$50,909	$293	$346	109%	155%	92%	70%	168%	118%	Year to date

23 Home Service Companies and Departments *

Excluding weekly premium ordinary

Total group																			**Total group**
Month	$ 54,271	$ 57,332	$ 3,806,458	$ 3,904,393	289,967	287,756	$14.26	$14.68	$13,127	$13,568	$187	$199	106%	103%	99%	103%	103%	106%	**Month**
Year to date	$ 98,308	$ 104,313	$ 6,807,812	$ 6,882,417	531,622	512,351	$14.44	$15.16	$12,806	$13,433	$185	$204	106%	101%	96%	105%	105%	110%	**Year to date**
Group 7—Month	$ 29,210	$ 28,791	$ 2,256,252	$ 2,061,192	111,199	99,791	$12.95	$13.97	$20,290	$20,655	$263	$289	99%	91%	90%	108%	102%	110%	Group 7—Month
Year to date	$ 51,155	$ 52,228	$ 3,929,594	$ 3,654,778	194,537	177,771	$13.02	$14.29	$20,200	$20,559	$263	$294	102%	93%	91%	110%	102%	112%	Year to date
Group 8—Month	$ 11,526	$ 13,213	$ 714,358	$ 865,031	74,628	85,128	$16.13	$15.27	$ 9,572	$10,162	$154	$155	115%	121%	114%	95%	106%	101%	Group 8—Month
Year to date	$ 22,342	$ 25,132	$ 1,378,674	$ 1,562,179	143,902	149,485	$16.21	$16.09	$ 9,581	$10,450	$155	$168	112%	113%	104%	99%	109%	108%	Year to date
Group 9—Month	$ 13,535	$ 15,328	$ 835,848	$ 978,170	104,140	102,837	$16.19	$15.67	$ 8,026	$ 9,512	$130	$149	113%	117%	99%	97%	119%	115%	Group 9—Month
Year to date	$ 24,811	$ 26,953	$ 1,499,544	$ 1,665,460	193,183	185,095	$16.55	$16.18	$ 7,762	$ 8,998	$128	$146	109%	111%	96%	98%	116%	114%	Year to date

Weekly premium ordinary

Month	$ 3,367	$ 2,684	$ 70,299	$ 50,485	32,904	23,381	$47.90	$53.16	$ 2,136	$ 2,159	$102	$115	80%	72%	71%	111%	101%	113%	**Month**
Year to date	$ 6,968	$ 5,447	$ 142,355	$ 97,486	64,310	44,708	$48.95	$55.87	$ 2,214	$ 2,181	$108	$122	78%	68%	70%	114%	99%	113%	**Year to date**

CANADA

Industry Sales

ORDINARY

Face Amount (in thousands)

	1981	1982	1982/1981
January	$ 2,578,748	$ 3,204,040	124%
February	3,258,714	4,326,305	133
March	3,717,855		
April	3,823,493		
May	3,730,674		
June	4,174,144		
July	3,924,266		
August	3,305,520		
September	3,878,656		
October	4,332,630		
November	4,599,028		
December	5,207,327		
Year total	$46,531,055		
Year to date	$ 5,837,462	$ 7,530,345	129%

Number of Policies

	1981	1982	1982/1981
January	63,955	67,857	106%
February	85,871	95,709	111
March	96,776		
April	93,146		
May	92,392		
June	98,630		
July	88,063		
August	72,855		
September	92,274		
October	106,604		
November	104,238		
December	101,969		
Year total	1,096,773		
Year to date	149,826	163,566	109%

Face Amount by Province (in thousands)

	Month	Year to date	1982/1981 Month	1982/1981 Year to date
Alberta	$ 539,770	$ 941,788	133%	131%
British Columbia	546,029	990,263	136	134
Manitoba	153,166	278,152	153	144
New Brunswick	84,293	147,857	129	137
Newfoundland	38,559	68,682	110	110
Nova Scotia	86,010	142,656	124	120
Ontario	1,419,754	2,424,084	133	129
Prince Edward Is.	16,235	25,985	171	143
Quebec	1,311,105	2,287,848	128	123
Saskatchewan	131,384	223,030	168	146
Canada total	$4,326,305	$ 7,530,345	133%	129%

GROUP

Face Amount (in thousands)

	1981	1982	1982/1981
January	$ 1,463,814	$ 2,693,014	184%
February	2,839,386	1,253,002	44
March	2,339,791		
April	1,521,624		
May	1,466,359		
June	2,257,118		
July	1,564,429		
August	1,689,320		
September	2,725,288		
October	1,851,872		
November	2,213,515		
December	3,883,105		
Year total	$25,815,621		
Year to date	$ 4,303,200	$ 3,946,016	92%

Ordinary Sales Results of 40 Companies

	ANNUALIZED PREMIUM (in thousands) 1981	1982	FACE AMOUNT (in thousands) 1981	1982	NUMBER OF POLICIES 1981	1982	PREMIUM PER $1,000 1981	1982	AVERAGE SIZE POLICY 1981	1982	PREMIUM PER POLICY 1981	1982	1982/1981 Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 16,880	$ 18,918	$ 1,856,531	$ 2,330,948	45,496	47,741	$ 9.09	$ 8.12	$40,806	$48,825	$371	$396	112%	126%	105%	89%	120%	107%	January
February	21,338	24,285	2,380,506	3,158,723	62,658	67,913	8.96	7.69	37,992	46,511	341	358	114	133	108	86	122	105	February
March	24,010		2,653,381		67,778		9.05		39,148		354								March
April	23,906		2,817,197		68,086		8.49		41,377		351								April
May	22,921		2,714,011		66,491		8.45		40,818		345								May
June	25,518		3,065,033		71,087		8.33		43,117		359								June
July	23,889		2,870,003		63,255		8.32		45,372		378								July
August	19,812		2,428,313		52,208		8.16		46,512		379								August
September	22,517		2,758,003		63,440		8.16		43,474		355								September
October	26,749		3,126,430		75,797		8.56		41,247		353								October
November	27,930		3,325,475		73,203		8.40		45,428		382								November
December	32,594		3,834,781		72,884		8.50		52,615		447								December
Year total	$288,064		$33,829,664		782,383		$ 8.52		$43,239		$368								Year total
Year to date	$ 38,218	$ 43,203	$ 4,237,037	$ 5,489,671	108,154	115,654	$ 9.02	$ 7.87	$39,176	$47,466	$353	$374	113%	130%	107%	87%	121%	106%	Year to date
Group 1—Month	$ 16,718	$ 18,508	$ 1,790,350	$ 2,220,671	50,437	51,524	$ 9.34	$ 8.33	$35,497	$43,100	$331	$359	111%	124%	102%	89%	121%	108%	Group 1—Month
Year to date	$ 29,783	$ 32,444	$ 3,181,683	$ 3,825,202	85,763	87,631	$ 9.36	$ 8.48	$37,099	$43,651	$347	$370	109%	120%	102%	91%	118%	107%	Year to date
Group 2—Month	$ 3,529	$ 4,335	$ 431,202	$ 676,955	8,870	12,710	$ 8.18	$ 6.40	$48,614	$53,262	$398	$341	123%	157%	143%	78%	110%	86%	Group 2—Month
Year to date	$ 6,502	$ 7,939	$ 777,139	$ 1,169,175	16,199	21,140	$ 8.37	$ 6.79	$47,975	$55,306	$401	$376	122%	150%	131%	81%	115%	94%	Year to date
Group 3—Month	$ 1,091	$ 1,442	$ 158,954	$ 261,097	3,351	3,679	$ 6.86	$ 5.52	$47,435	$70,970	$326	$392	132%	164%	110%	80%	150%	120%	Group 3—Month
Year to date	$ 1,933	$ 2,820	$ 278,215	$ 495,294	6,192	6,883	$ 6.95	$ 5.69	$44,931	$71,959	$312	$410	146%	178%	111%	82%	160%	131%	Year to date

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